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Bringing Service Design  
to IT Service

## 2 Contentions

1. Nobody really knows how to manage IT these days.
2. The only people who might know are the people who consume the services.

Today:

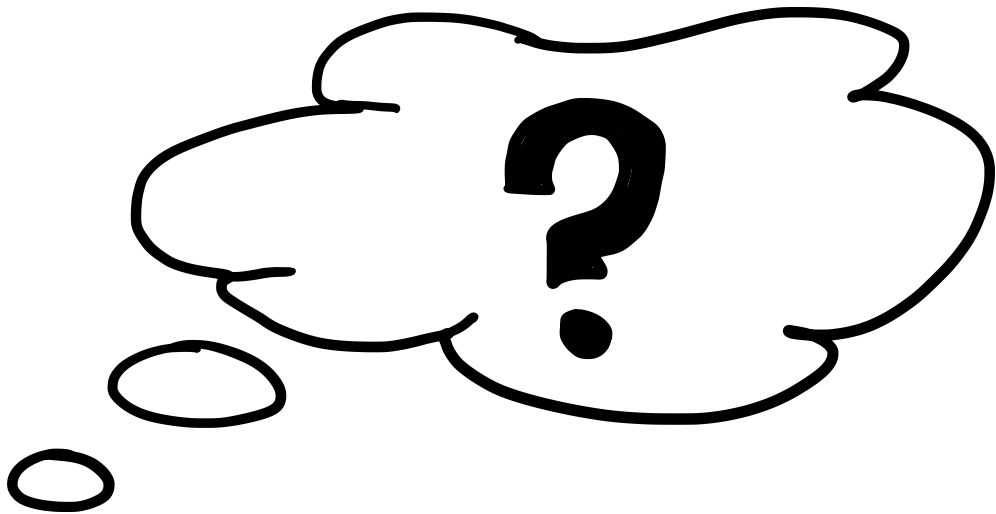
Two experiments that  
are currently in progress.

# DISCLAIMER

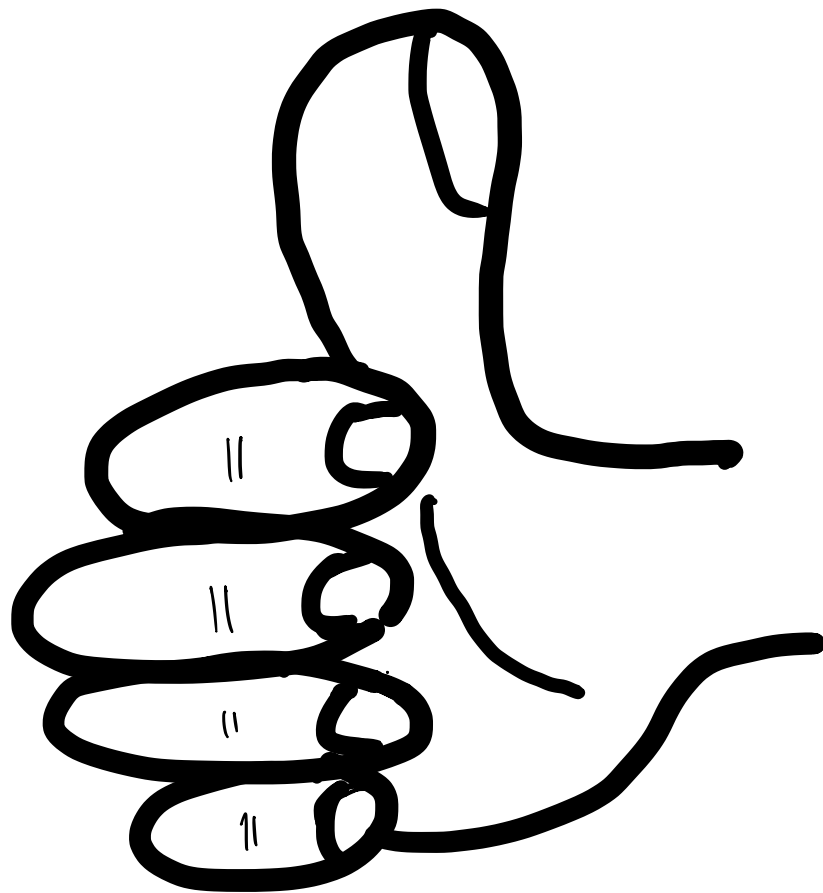
I don't know whether  
these experiments will  
actually work.

(They are experiments)

Think about your life  
outside of work

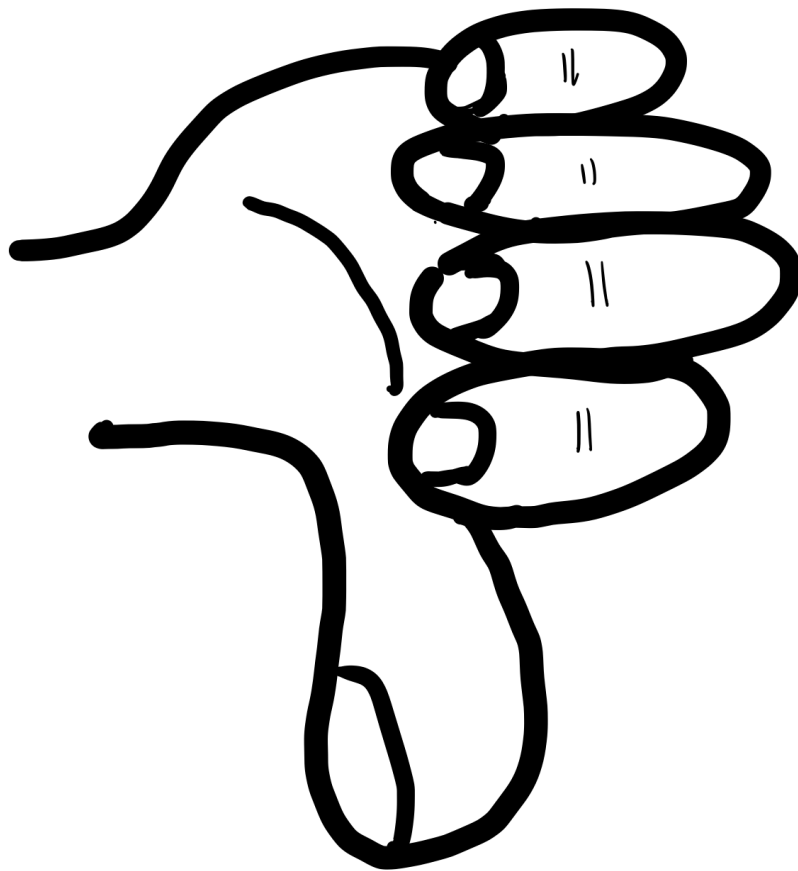


Great  
Service

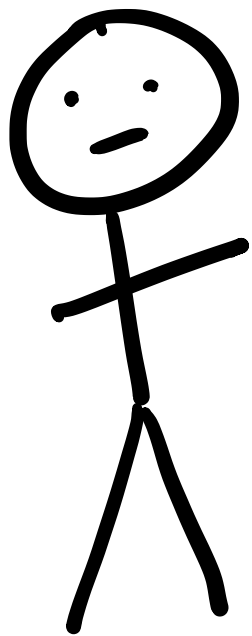


stamp

Terrible  
Service

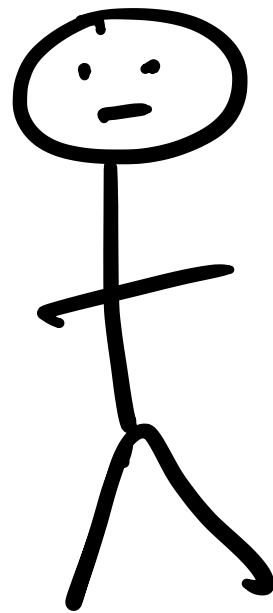






CLIENT

Promise  
Provision  
Proof



PROVIDER

# Promise

- What do they think they're getting?
- What do you think you're providing?
- Is there a mismatch?



Your communications

- marketing
- brand

Word of mouth

Prior experience

- inside
- outside

# Provision

The services you deliver

The way they are packaged



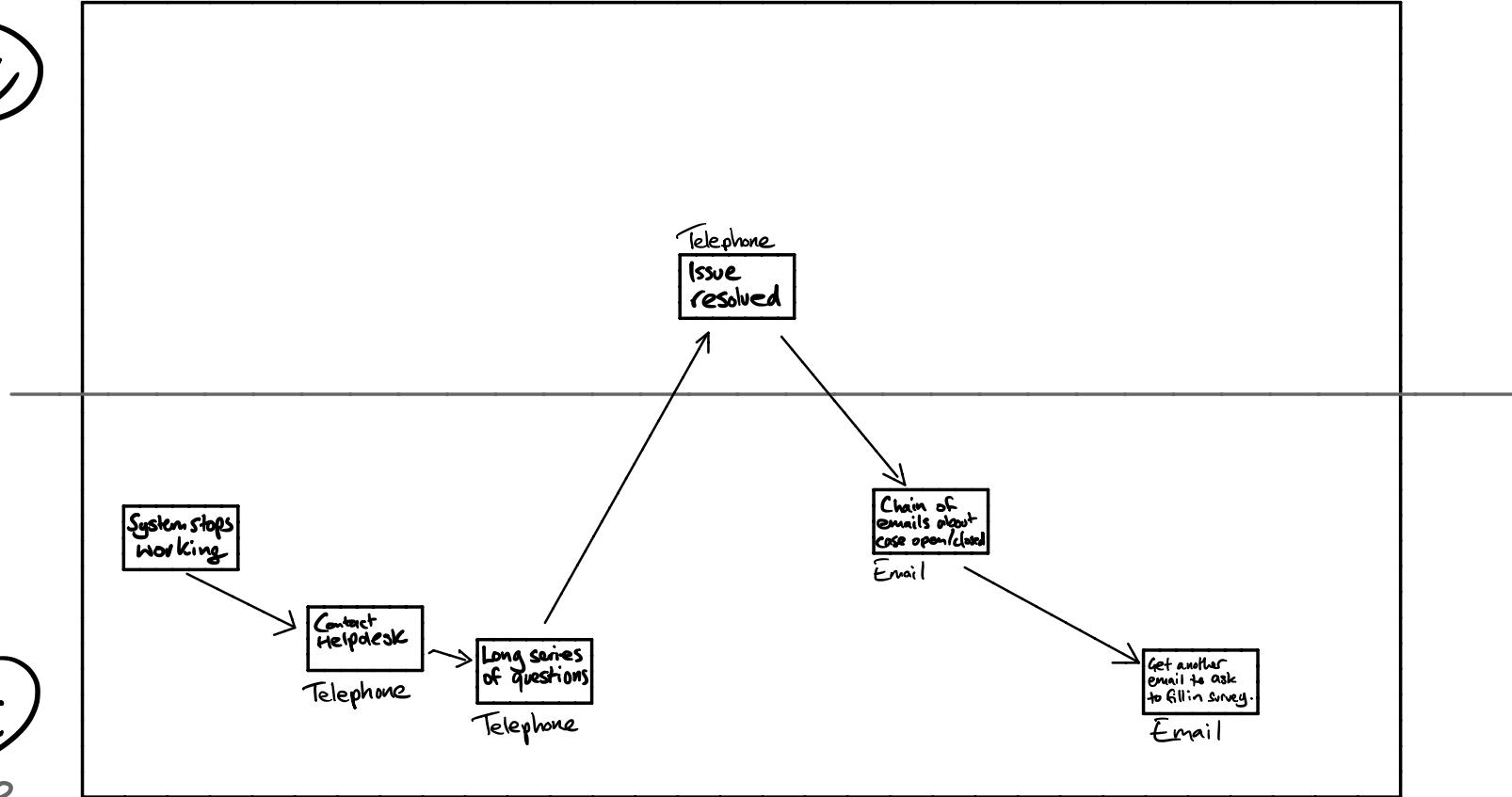
ŠKODA



# USER JOURNEYS

stamp

+ve



-ve

# Things to consider

- User focus — the experience, not the process
- Tone of voice
- Consistency of messages

# PROOF

If you don't tell them,  
they won't know.

TESCO		
HORSHAM 0845 6779355		
<hr/>		
CHAMPAGNE	x	12.49
TZATZIKI		1.00
MINI CHEDDARS		2.00
SOUR CRM DIP		1.00
CARAMAC	*	0.60
FLAKE	*	0.60
TWIX KINGSIZE	*	0.80
SENSATIONS	*	1.99
RED GRAPE LSE		
0.595 kg @	£4.47/ kg	2.66
AERO PEPMINT	*	0.60
BREAD		1.49
SENSATIONS	*	1.99
SUB-TOTAL		27.22
<hr/>		
MULTIBUY SAVINGS		
DIPS ANY 2 FOR £1.80		-0.20
EASTER RANGE 3 F £1.20		-0.60
CHIPS & DIPS BOGOF		-1.99
TOTAL SAVINGS		-2.79
TOTAL TO PAY		24.43
VISA DEBIT SALE		24.43

- Management reporting
- User reporting  
(Google Service Status)
- Closing loop on client/  
user surveys ("you said,  
we did")





# SERVICE CANVAS

## PROMISE

Pre-service period

### Communications + Marketing

Interact  
ITFPs  
Email

What? Change in weekly team meetings?  
How? Reallocate resources?  
What? Use product group to feed back into the model?  
How? Ensure we can communicate the message?

### Word of Mouth

What do people say about IT? Do others?  
How do people get referred to IT? by colleagues?  
How are colleagues' perceptions of IT changing? - acceptance

### Post Experiences

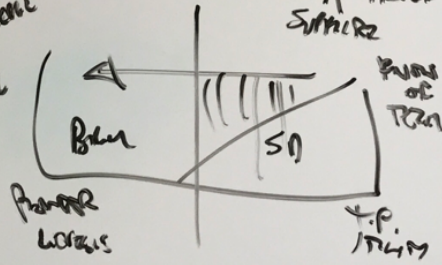
What do people think about IT? Post experience?  
Informed by customer experience?  
Informed by experience of other orgs?

## PERCEPTION Service Period

### Services

New Joiner (Manager)	New Joiner (Shift member)	Fix a software problem	Fix a hardware problem	Occasional team member set up	Replacement of a device	Request for specialist software
Obtain training or guidance	Initiating a new project	Running a project - IT dept.	Receives management / FOI request	Shift transfer between teams (all managers)	Shift transfer between teams (shift member)	Shift transfer between teams (line manager)
Office move	Returning member of staff (shift member)	Returning member of staff (manager)	Requests for assistance tech or peripherals	Forming support team a third party	Creating a collaborative work area	Requesting meeting room resources
Booking an online meeting	Request for other services (eg internet)	Data request for an inquiry (aka request)				

Knowledge of IT



How to change habits: **RIGGER REMOVE**

**REWARD R ACTION CHANGE**  
(DUNHILL)

## PROOF

Post-service period

What are we doing to communicate the quality of delivery & changes to clients?

### Relationship Management

BRM  
ITFPs

### Comms + marketing

Post-Interact comes from helpdesk

What? IT Satisfaction Survey

### Word of Mouth

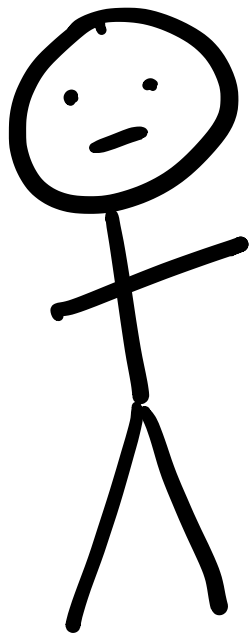
What do people say to each other about experience of IT?  
What influence is shared about how to continue IT in DCLG

## CHALLENGES SO FAR

Service management  $\neq$  CMDB + Service desk

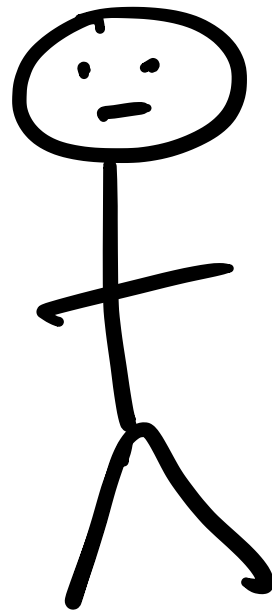
Hard processes easier to measure

Woolly stuff like 'Brand' tricky to justify on cost basis (see above)



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PROVIDER

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